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Christmas Seal Number

Bulletin

OF THE

National Tuberculosis Association

Vol. IX OCTOBER, 1923 No. 10

$5,000,000 for 1924?

By Basil G. Eaves, Campaign Director

That the seal sale for 1923 will surpass all previous records in financial returns and newly organized territory may be predicted at this time with reasonable assurance.

Never in the history of the campaign to combat tuberculosis has there been such a demand for Christmas seals, health bonds and accessory supplies used in this popular financial appeal. Nearly one million dollars worth of seals in excess of the total requirements for 1922 have been ordered for distribution among community leaders in tuberculosis work throughout the United States, and the usual emergency orders will undoubtedly swell this amount.

As a further evidence of progress, there is the constantly increasing tendency on the part of the organizations responsible for conducting this campaign to view the seal sale as an integral part of the year's work. After each intensive appeal for funds they review the work with impersonal criticism, in the hope of finding new ways to improve the organization, sales and publicity methods previously used. Too much cannot be said in commendation of such procedure, which may be described as a "clinical examination" of the Christmas seal campaign.

The most constructive forward step taken in recent years to develop the great potential possibilities of the seal sale as a financial and educational enterprise has been the decision of the executive secretaries who met at Chicago last February and later at the annual meeting at Santa Barbara. They agreed to cooperate in securing a wide range of information regarding the methods used by the community and state associations in conducting the seal sale. In accordance with the plan adopted, the national campaign service, assisted by a special committee, prepared two campaign questionnaires known as forms "A" and "B." The former is for use in counties or communities where the seal sale is already inaugurated, and the latter to secure similar data from the state offices. Following the campaign a careful analysis will be made from the replies received to be submitted to all of the affiliated associations.

It may be helpful to point out that the value of the Form A questionnaire is twofold: Not only will it serve the purpose of collecting information of interest to community leaders in the seal sale throughout the country, but a careful study of its contents at this time may suggest to them methods for increasing the returns from the seal sale.

How to Secure a Chairman

During this season of the year the question is often asked, "How shall we secure a chairman?" It would indeed be gratifying to be able to suggest a uniform procedure that would offer a solution of this difficult problem. Lacking such a formula, let us see what conclusions may be drawn from experience in many communities that have been successful in securing the desired type of leadership. Most of them seem to have adopted the following procedure:

First: Gather together the data necessary to outline in an interesting manner the work accomplished during the current year with funds previously subscribed.

Second: Secure all available statistics which would indicate the extent of the tuberculosis problem in the community.

Third: A graphic presentation of these facts to the local committee, or to a group of people who are interested in the civic welfare of the community, usually results in the following reactions:

A. Approval of the work done.
B. Adoption of a tentative program and budget.
C. Decision to conduct the seal sale as a means of financing the program.
D. Discussion of potential campaign chairmen and other leaders, followed by the united efforts of the group to win the desired leadership.

In this connection it should be noted that with few exceptions the best chairman is one that is secured not by an individual, but by a group of people who, because of their interest in the work, are in a measure the representatives of the community at large. Such a chairman will rarely fail in his responsibilities, but will cheerfully assume the obligations of leadership.

The General List

While the organization work or its equivalent is in progress, it should be remembered that nothing will go further toward assuring a successful campaign than an early start in the work of revising or compiling the list of prospective contributors. In the light of past experience, it seems evident that this list should contain the name of every person in the community to be approached either by volunteer canvassers or by mail.

With such a list available, much can be done that would otherwise be impossible without a duplication of effort which is irritating to prospective contributors. For instance, it may be found helpful to divide the list somewhat along the following lines:

A. Withdraw the names of all prospective large subscribers, and place them in the hands of a special committee, qualified to deal with this phase of the campaign.
B. Withdraw the names of all persons, firms or corporations to be approached by team workers who can be organized to do this canvassing work.
C. Use the remaining names as a mail sale list.
D. After the special committee and canvassers have completed their work, add the names of everyone they have not reached, to the mailing list.

Under this plan it will be seen that seals and health bonds may be sold by personal solicitation—which is usually the most effective method—and by mail, also. The same ground will not be covered twice, a situation that is to be avoided out of respect for the feelings of the public.

Probably the best seal sale will result from the use of all of the best methods developed during the past 16 years. In addition to the above these include: The sale by telephone, the booth sale and the sale by school children. The two last are generally used only as gleaning methods and are described more fully in the new campaign manual issued by the National Association.

BULLETIN
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National Health Council Issues Bibliography of Health Books

A selected list of books on public health has been issued by the National Health Council under date of April 1, 1923. This bibliography is intended to give to sanitarians and others interested much needed information as to the best books on the various phases of public health. The 175 books included are listed according to authors under fifteen headings: Administration and General Public Health, Cancer, Child and Maternal Hygiene, Communicable Diseases, Foods and Nutrition, Health Education, Industrial Hygiene, Laboratories, Mental Hygiene, Personal Hygiene, Public Health Nursing, Sanitary Engineering, School Hygiene, Social Hygiene, and Tuberculosis. The publisher, price and year the book was issued are also given and a list of public health magazines is appended. This list is a tentative one and it is hoped in a future edition to incorporate suggestions as to additions and changes and possibly to include annotations and a starred list. Single copies of the bibliography may be obtained from the National Health Council, 370 Seventh Avenue, New York City, without charge. Prices will be quoted on lots in quantity.

Appointment to Research Fellowship

Dr. Frederick Eberson, who holds the degree of Ph.D. from Columbia University, was recently appointed to the tuberculosis research fellowship at the Graduate School of the University of Minnesota maintained by the Hennepin County Tuberculosis Association. The fellowship was founded by the Association two years ago for research into means for the detection, prevention and cure of tuberculosis.

Dr. Eberson was research bacteriologist for the Manchuria Plague Service, China, 1916-17; assistant in bacteriology, Rockefeller Institute, 1917-19; associate in charge of research laboratory, Washington University, St. Louis, 1919-21; associate, research department and Mayo Clinic, 1922. He has published various bacteriological studies.

"Sour Milk Turned Sweet"

A One-Act Christmas Seal Sale Playlet

By Louise F. Brand, Director of Publications, Wisconsin Anti-Tuberculosis Association

SCENE: *Corner newsstand during dull time. (Stand decorated with seal sale posters and "For Sale Here" cards.)*
CHARACTERS: Newsie
Grouch

GROUCH: Here boy. Lively there. Give me a *Banner. (*Takes paper, starts off with it, stops as he sees a Christmas seal on one corner.*) Here, here, what's this tomfoolery?

NEWSIE (*with assumed innocence*): Tomfoolery?

GROUCH: You heard what I said. Tomfoolery.

NEWSIE: Sure, me name ain't Tom. It's Mickey.

GROUCH: Suffering snakes. Who in tophet cares what your name is? What I want to know is—

NEWSIE: And that's whut I'm after tellin' yuh. How shud I be knowin' annytin' about Tomfoolery whin me name's Mickey.

GROUCH: Well Tomfoolery or Mickeyfoolery, how in blazes did this get here on my paper?

NEWSIE: Sort o' looks like it got stuck on.

GROUCH: Stuck on? Of course it's stuck on, you impertinent young imp. Some of your work, I suppose.

NEWSIE: Well, there don't be after seemin' to be much of a crowd round here 'cept you'n me.

GROUCH: Things have come to a pretty pass. I'd like to know what this means—

NEWSIE: Sure, that's aisy. Manes whut it says! "Fur Health." You see it's wan of thim Chrismus seals that fi—

GROUCH: Christmas seals! Christmas seals! Of course, I know it's a Christmas seal. Do you think I'm blind? Doggested things! Can't look anywhere without having them stare you in the face. That's what I'm kicking about.

NEWSIE: Oh, yuh're kickin', are yuh?

GROUCH: Yes, I'm kicking. Here, give me a paper that hasn't got one of those pesky things on.

NEWSIE: Too bad, too bad, but it can't be did.

GROUCH: What do you mean, can't be di—done?

NEWSIE: See fur yerself. They've all got 'em on. I otto know. I put 'em there. (*Sings to tune of "Every Little Movement."*) Every little paper has a sticker all its own.

GROUCH: Well, leave them off my paper tomorrow or I'll find another newsstand after this.

NEWSIE: Don't worry, old man. There wunt be no Chrismus seal an' no "Fur Health" on your paper tomorrow night but it wunt be becuz of the row yuh're raisin'. It'll be becuz I ain't got the price.

GROUCH: (*He starts to walk off but halts at last sentence. Starts on, hesitates, and then returns.*) What did you mean? Haven't got the price?

NEWSIE: Ain't got the coin! Ain't got the coin! Each and ivery wan of thim seals cost one big round cent, my friend.

GROUCH: Do you mean to say that you bought seals and put them on all this batch of papers?

NEWSIE: Sure I did. Think they rained down? And if I wuz a rich guy like youse, they'd be on iv'ry paper iv'ry night in the week.

GROUCH: Let me get this right. You buy these seals with your own money, pay cash for them?

NEWSIE: How'd I get um if I didn't? That's why I can't put um on more'n wan night a week. Oh, you're safe all the nights 'cept Mondays, but put this in your pipe and smoke it. There's goin' to be one of thim seals on the papers iv'ry Monday night from now till Chrismus.

GROUCH: Every Monday night?

NEWSIE: Iv'ry Monday night.

GROUCH: Why?

NEWSIE: Why whut?

GROUCH: Why do you put these seals on your papers every Monday night?

NEWSIE: Aw, I told yuh. Cuz I ain't no bloated bond holder an' can't afford to put them on the rest of the nights.

GROUCH: That's not what I mean. Why would you put them on every night if you could afford it?

NEWSIE: That's my biz. Yuh wouldn't care of I told yuh.

GROUCH: Yes, I would. I'll admit I'm curious.

NEWSIE: So'm I.

GROUCH: All right. Satisfy mine and I'll satisfy yours.

NEWSIE: Huh? Talk English.

GROUCH: Tell me what I want to know and I'll tell you what you want to know.

NEWSIE: 'Spose you come acrost first.

GROUCH: Well, what is it?

NEWSIE: O nothin' much only a guy like me can't help wonderin' why a guy like you is such a knocker on these T. B. seals. Glory, if I had yur coin I'd smear um all over iv'rythin'. What makes you so sore?

GROUCH: Well, I haven't any use for the pesky things. They're a nuisance and I'm sick of seeing them and sick of being asked to buy them every year when I've no use for them.

NEWSIE: Yuh've got a bizness ain't yuh? An' yuh cud put um on all yur bills, cudn't yuh? Gee, I wisht I had a lot of letters so's I cud stick um on um all. That's why I got to put um on thim papers. Cuz I ain't got nobody to write letters to.

GROUCH: But I can't see why a boy

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Financial Federations and the Tuberculosis Campaign

By Philip P. Jacobs, Ph.D., Publicity Director, National Tuberculosis Association

WHATEVER our views may be as to the desirability or the undesirability of the financial federation or community chest movement, one thing seems to be certain and that is that the community chest is with us to stay at least for the next five or ten years, if not longer. This means that the tuberculosis associations of the country must reckon with the community chest to a greater or less extent in the various communities throughout the country. The latest reports of the American Association for Community Organization indicate that most of the cities with a population of 100,000 or over and a very considerable number with a population of less than 100,000 have already formed financial federations or community chests. Most of these federations have been formed within the last three years, and at the present time new ones are springing up almost every week, so rapidly, in fact, that the leaders of the movement cannot keep record of them as they develop.

With the growing influence of the community chest idea, the tuberculosis associations of the country have been asking of the National Tuberculosis Association and others, What shall we do when the community chest movement asks us to go into a coordinated financial drive? It may be well to note, in answer to questions of this sort, that whether the tuberculosis associations of the country like it or not, the community chest movement is apparently here for a while, at least, and the problem, therefore, that presents itself is not one of the tuberculosis association versus the community chest. It is rather one of a *modus vivendi*—how can the tuberculosis association best work in a community in which a community chest exists or is about to be formed? This paper is an effort to answer that question.

Before proceeding to answer the question, however, it is well to remind ourselves of two unique and all important factors in the historical development and the present status of the campaign against tuberculosis. I refer, first of all, to the integration and unity of the tuberculosis movement. It is significant and of the utmost importance, in considering the financial federation movement, to note that every tuberculosis association is a part of the great state and national movement and that the whole movement is bound together by relationships that have been developed and made stronger and stronger during the last fifteen years. To break the bond of unity that ties the tuberculosis movement together is fatal not only to the local organization that breaks away but to the much larger group of which it is a part. The second factor that makes the tuberculosis movement unique is its "patented" method of raising money, the Christmas seal sale. Since 1908 the campaign against tuberculosis has been increasingly supported by the annual Christmas seal sale. All told, over $25,000,000 have been raised from this source. The contribution of the Christmas seal to the development of the tuberculosis movement in every phase of its work is one that cannot be overlooked or denied. At the same time, it is important to note that one of the strongest bonds of union holding the tuberculosis movement together is the Christmas seal, itself. To ignore the Christmas seal, therefore, as a means of support or as a means of education is again not merely injuring the local community that takes such action but is also, to a certain extent, undermining and impairing the influence of the entire fabric of the tuberculosis campaign, local, state and national.

In the light of the historical development of the community chest idea and in the light of these two factors that make the campaign against tuberculosis unique in this country, we may ask the question, What are some of the possible ways in which a tuberculosis association may successfully operate in a community where a financial federation is already in operation or is about to be established? In answering this question, it should be noted, in the first place, that the chief issue here is not one of cooperation in program and methods but is rather one of cooperation in financial policy and procedure. The chief issue at stake, to put it otherwise, is how the tuberculosis movement can be supported in a community in which other agencies are being supported by joint financial effort. It should be very distinctly borne in mind that the question is not, how can the tuberculosis association carry on its program in a community in which there is a financial federation? The question is almost entirely one of support. It should also be noted that it is a question of preserving the integrity of the tuberculosis movement as a whole while securing support for the individual local unit.

Viewing the matter in this light, we offer from the experience of some hundred or more cities with community chests in different parts of the country four possible answers to our question.

One answer to the question may be found in the experience of such cities as Cleveland, Cincinnati or Rochester, where the Christmas seal sale has been given up entirely and no direct effort has been made by the local tuberculosis association to raise money for itself. Its entire budget has been furnished by the community chest. The time allowed for discussing this subject does not permit us to consider the possible effects of the community chest upon the tuberculosis campaign in cities where the Christmas seal sale has been abandoned. There are those who believe that the discontinuance of the seal sale in Cleveland and other cities has, for example, seriously affected the program of the local tuberculosis association. There are others who contend that it has had the reverse effect. The purpose here is merely to point out a possible answer to the question of a *modus vivendi.*

A second answer to the question may be found in the experience of such cities as Syracuse, Minneapolis, or Evansville, Indiana, where the tuberculosis association has been allowed to conduct a limited seal sale, with the understanding that the community chest would make up the difference between the amount realized from the seal sale and the budget allowed to the association.

The difference between this group of cities and the group mentioned above

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Wanted—Photographs With Human Interest—A Prize Offer

In order to stimulate the readers of the JOURNAL and to secure photographs suitable for publicity work in the National Tuberculosis Association, a prize of five dollars will be offered for the best photograph received on or before January 1st, 1924. For all other photographs accepted, the National Association will pay $1.00 for each print. The following rules must be observed:

Prints must be made on glossy paper in black and white. The size should be not less than three and one-half by five and one-half inches.

Each print must indicate clearly on the back or with slip attached what the picture is about.

Pictures must deal with some phase of the tuberculosis movement, such as sanatoria, hospitals, preventoria, open-air schools, Modern Health Crusade, Home Treatment, etc.

All pictures must have human interest; that is, they must be pictures of people, preferably doing something unusual but characteristic. Pictures of institutions and freak pictures will not be considered.

All awards will be announced as soon as possible after January 1st, and cheques will be forwarded to successful contributors not later than January 15, 1924.

When You Buy Christmas Seals

A Tribute

By Rex Beach

The following article by Rex Beach was published last year in certain newspapers in the West. We reprint it herewith as a suggestion to tuberculosis workers who are looking for material for an attractive leaflet, or for a newspaper story which any local editor will be glad to accept.

Are you in favor of sunlight, fresh air, good food—and plenty of it? Of course you are.

Then you are also in favor of buying as many Christmas seals as you can afford, with possibly a little bit more for good measure. Because Christmas seals are sold to raise money for anti-tuberculosis work. As I understand it, when the explanation is stripped to its bare, clean core, anti-tuberculosis work means the distribution of God's sunlight and fresh air to all the people—not excluding the little children of the tenements whose world is now shamefully lacking in these glorious necessities of life. And if the people have the sunlight and fresh air which they deserve they will be able to provide themselves with the nourishing foods which they need.

After all is said, the prevention of tuberculosis and the treatment of those already unfortunate enough to have contracted the disease consists in a general effort to make sane living popular and within the reach of all. That is why I am a strong supporter of the present campaign of the National Tuberculosis Association and its 1,200 affiliated state and local organizations. The campaign will culminate in the Christmas seal sale when more than $5,000,000 must be raised to carry out the plans to fight the White Plague during the coming year. The size of the sum is based on a carefully considered budget, but the big outstanding fact as seen by a layman is that 120,000 persons died from tuberculosis in the United States during the past twelve months. Anybody who buys Christmas seals is helping to cut down the death rate and I venture to predict that every man, woman, and child who understands the situation will wish to be among the buyers and users of the seals.

It happens that my experience in the arctic as well as in the tropics have proved to my satisfaction that every word which the medical men say regarding fresh air and sunlight as a preventive and cure of tuberculosis is correct. In Alaska, where the winds sweep down from the polar ice fields as clean and pure as they were in the very morning of the world, I have seen entire villages of Eskimos where it seemed that every inhabitant was a "lunger." The reason was that these Eskimos and the alert Indians who mingle with them herd together in their huts or igloos where there is really no ventilation and where they depend on the heat of their bodies to warm the dark, reeking burrow. On the other hand, the white men who live in the open and whose homes have windows and doors which they are not afraid to open for purposes of ventilation are free from tuberculosis in that climate. Indeed, I know of many cases of white men who were suffering with lung or stomach trouble when they went into the vast northland and who recovered their health as a result of living out of doors. The point I am trying to make here is that the native Eskimos and Indians in a climate and environment unequalled anywhere else in respect to building up the human animal have managed to contract tuberculosis because they deliberately coop themselves up in filthy kennels. I am speaking of conditions as I know them beyond the range of the medical missionaries who have been working so valiantly in the past few years to teach the natives how to live.

It is a far cry from the glaciers of Alaska to the coral keys and reefs of the Caribbean, and the geographical distance is no greater in a manner of speaking, than the difference between the habits and health standards of the natives in the two places. I have in mind particularly the San Blas Indians who live on the coast at the boundary line between Panama and Colombia. I visited them a couple of years ago and I believe they might be called the most cleanly savages in the world. It is said they have not changed their habits since long before Columbus sighted their strip of coast and they are proud of their record of never having permitted a white man to sleep ashore. The few traders who come there are careful to observe the tribal customs and at the present time the San Blas Indians have a code which is understood and respected by the traders. If on the approach of a coasting vessel the Panamanian flag is raised over a village it signifies the willingness of the natives to do business with the trader. If the Colombian flag is hoisted, it means that the trader must keep off. And I may remark that he does so. The San Blas Indians are bred true to their strain. You see no half breeds there, for although the men sometimes ship as sailors, the women never leave the tribal territory.

These Indians have their villages on little keys, or islands, in the bays which indent the coast. They sleep in hammocks in the grass huts which are as open to the soft salt breezes as is the average sleeping-porch of the white man who is trying to ward off tuberculosis. Their villages are kept scrupulously clean. Not a bit of offal or rubbish is to be seen in them. The tribal custom requires that all such must be deposited in the salt water which surrounds them. Another law of the tribe, which none dares violate, is that they must wash their garments once a day. As to their personal cleanliness they immerse themselves in the water several times every day. It is not surprising therefore that they are apparently entirely free from tuberculosis and all other diseases, at least as far as a non-medical observer like myself could see.

In every great city in America we have people who live at various stages between the standards of the Eskimos and the standards of the San Blas Indians in matter of hygiene. Those who keep hidden from the fresh air and away from the sunlight need to be shown how to win back these heritages of mankind both for their own sake and for the sake of all the rest of us.

The most direct way for the average citizen to help bring this about is to buy Christmas seals to the utmost.

Recent Motion Picture Reviews of Film Committee of N. H. C.

Subject: **"Winning Her Way."**

Length: Two reels.

Issued by: The American Red Cross.

Distributed by: Society for Visual Education, 130 West 46th Street, New York.
Procurable on rental basis, or may be purchased outright.

Synopsis: The story hinges upon the effort of a small town Red Cross Chapter to induce the village government authorities to take over the public health nursing service then conducted by the Red Cross. The work of a public health nurse in the public schools and in homes is shown. The film depicts the helpful cooperation between the local doctor and the public health nurse. The public health nurse, through a demonstration of her value, both in emergencies and in her routine work, finally convinces the town authorities that the service should be taken over by the town. A romantic story runs through the film.

The film appears to be suitable for all types of audiences and is especially excellent for use in small towns. The activities of a nurse, both in an emergency and routine duties, are well and attractively shown. In motion-picture technique the film shows some minor deficiencies in matters of lighting and in direction.

Subject: **"One Scar or Many."**

Length: One reel.

Issued by: Metropolitan Life Insurance Company.

Distributed by: Metropolitan Life Insurance Company, Visugraphic Pictures. 23 West 43rd Street, New York. Loaned Free.

Synopsis: This story explains in a simple way the preparation of smallpox vaccine and the method of vaccination. The film shows, by

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Modern Health Crusade

DEPARTMENT

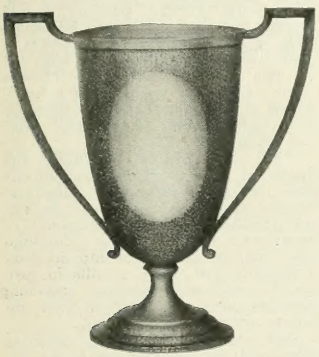
Bulletin of the

National Tuberculosis Association

OCTOBER **1923**

National Cup Contests Open to States, Counties and Cities.

Is your community eligible for the inter-state, county, or city Crusade competitions this school year of 1923-24? If it has a population of 7,000 or more, it is. Schools in the state, county, or city in which the most children, in ratio to school enrolment for the year, perform 54 or more of the health chores, **including a bath,** in each of twelve weeks during the school year, will receive beautiful silver cups as trophies of their valor on the field of health knighthood. For the cup contests, the twelve weeks need not be consecutive, but must be included



CUP OF THE KNIGHTS OF THE ROUND TABLE

within the school year from September, 1923, to June, 1924. Counties and cities with populations of from 7,000 to 20,000; from 20,000 to 50,000; from 50,000 to 100,000, and from 100,000 and upwards, all have a chance to compete.

A special cup, known as the Washington Nutrition Cup, donated by Mr. Emile Berliner of Washington, D. C., will be awarded to the schools in the state having the most crusaders in proportion to school enrolment, who have qualified by the performance of the nutrition chores.

The cups to be awarded for the most crusaders winning the rank of knight banneret constant, and for the most crusaders winning seats at the Round Table, should stimulate the older crusaders to set a high standard for their younger brothers and sisters. The Conference of State and Provincial Health Authorities of North America has presented the cup for the knights banneret constant, and the Division of Health, General Federation of Women's Clubs, has given the cup for the knights of the round table.

Through the round table, the interest of the Crusade is extended from the practice of the health chores to the study of hygiene, the acquisition of physical and athletic fitness, and participation in community sanitation work. Seats at the round table are already held by crusaders from Florida, Iowa, Kentucky, Michigan, Washington, D. C., and New York City, and present indications are that a number of other states will be represented by the end of this school year. Qualifications for seats at the round table are described in full in the Crusade Manual.

Sunday School Head Endorses Seal Sale

Through the instance of Mr. J. W. Becker, managing director of the Illinois Tuberculosis Association, a helpful endorsement of the Christmas seal sale has been received from Mr. John L. Alexander, executive officer of the Young People's Division of the International Sunday School Council of Religious Education, with headquarters in Chicago. Commencing on the seal sale, Mr. Alexandar says that we may quote him to all Sunday school workers as follows:

"The work of the Tuberculosis Association in the sale of Christmas seals is a work of far-reaching philanthropy. I heartily endorse the movement and recommend with cordiality the participation of young people in the sale of these seals."

"Health Training in Schools" as Seal Sale Prize

Word comes from the Wisconsin Tuberculosis Association that it is offering a copy of "Health Training in Schools" to each rural school and room in state-graded schools which sells at least $6.00 worth of seals. The book is to be the property of the school and will be marked by a bookplate. This is a suggestion which other associations may wish to follow.

Since less than 2,000 copies of the first edition are now on hand, it will be necessary for those states wishing to follow the Wisconsin plan to send in their orders early so that a second edition to care for their needs may be put on the press.

The county superintendent of schools in La Porte, Ind., has purchased 120 copies for the use of his teachers. Forty copies have been bought by the Superintendent of Schools, Lexington County, Kentucky. In Schuylkill County, Pa., 400 copies have been sold. Reports from other states also indicate that "Health Training in Schools" is filling the teachers' need for a handbook on health education.

How They Do It

Colorado

El Paso County, under the supervision of the Colorado Springs Branch of the state tuberculosis association, has employed a full time Crusade Director to work in the rural schools. A limited number of schools have been undertaken for intensive health work under a medical committee and these schools are visited twice a month by the Crusade director. The teachers keep careful count of the chores and demand the performance of each chore at least five times each week. Tooth brushes are sold in the schools at cost.

Indiana

The Wednesday Social Club of Bloomfield has taken entire charge of the Crusade in the schools of the town. In addition to financing it, the women do the necessary follow-up work, weigh and measure the children once a month, and help the teachers in keeping the records.

Michigan

The fourth and fifth grades of Hanstein School, Grosse Pointe, Wayne County, conduct monthly health programs. A feature of the entertainment is the answering of the roll call with health quotations, songs, stories and the Crusader's Creed. This school has sent notes to all the parents asking their co-operation in finding substitutes for tea and coffee for their children.

Wyoming

The nutrition edition of the health chores is used in all the schools which have the services of public health nurses. Where there is no school nurse the regular editions of the chores are used. By unanimous en-

dorsement of the Wyoming State Board of Education, the Modern Health Crusade has been incorporated as a part of the regular work in hygiene in all grades, and is one of the requirements in the standard rural school. The teachers' training course of the normal department of the state university include the Crusade in its practice schools, and examinations for teacher's certificate contain questions on the work of the Crusade.

Addresses on Crusade Available

Copies of papers read at the Crusade session of the Annual Meeting in Santa Barbara will be loaned by the National Tuberculosis Association to any tuberculosis worker who writes for them.

"Recognition by School Officials," by T. C. Cuvellier, executive secretary of the Arizona Tuberculosis Association; "Modern Health Crusade for Older Children," by Dr. Lawrason Brown; "Crusade Publicity," by G. F. Granger, executive secretary of the Detroit and Wayne County Tuberculosis Society; "Crusade Clubs and Contests," by D. E. Breed, executive secretary of the Texas Public Health Association, and "Extensive and Intensive Methods in Nutrition Work" by Mrs. B. B. Buchanan, executive secretary of the Washington Tuberculosis Association, are all available. The papers by Miss Beatrice Woodward, Crusade Director of the California Tuberculosis Association, and Miss Etta Dobbin, executive secretary of the Wyoming Public Health Association, discussing Mrs. Buchanan's paper, are also available for loan.

Health Doll Becomes "Columnist"

In South Bend, Indiana, "Josephine" is the name given to the milk-drinking doll now famous among health workers. Josephine has a column in a daily newspaper in that city, which is located in St. Joseph County; hence the cognomen.

She makes her appearance in department stores, show windows and at exhibitions, where she becomes the admired center of attraction. Miss Irma Collmer, Executive Secretary of the St. Joseph County Tuberculosis League, hit upon the clever idea of permitting Josephine to write articles for the daily papers and to answer questions on health from correspondents. In order to test out the number of readers, the association published the "Children's Health Alphabet" and stated that any child who wished an alphabet with pictures should come into the office for a copy. There were many responses to this offer. Incidentally, the editor of the newspaper considers the column an addition to his children's page.

Miss Collmer is also planning to engage a ventriloquist who will make Josephine talk at her next public appearance at an exhibit. The doll will tell the story of milk fairies and how she herself learned to drink milk.

Tournament Correction

Through an oversight, the class of Miss Flossie McCall, Lincoln School, Newton, Ia., was omitted from the list of pennant winners published in the September Bulletin.

Nutrition Clinic Demonstrates Importance of Proper Nourishment

The results of a demonstration in nutrition carried on in Cheyenne, Wyoming, with a group of 85 underweight children show that in over 50 per cent. of the cases a gain in weight was accompanied by an improvement in scholarship.

In the spring of 1922, acting on a report made by the school nurse, the Executive Committee of the Wyoming Public Health Association made arrangements to provide free milk to 85 children in the public schools who had been found to be from 5 to 29 per cent. underweight. At the request of the committee, careful records were made each month of the weights and measurements of every child. At the same time school principals and teachers were asked to furnish the name, age, grade, height, weight, normal weight, percentage underweight, and the average for the last examination of each one of the children.

At the beginning of the demonstration, March 13, 1922, these 85 children ranged from 5 per cent. to 29 per cent. underweight. At the end of three months, 29 children had been brought up to normal weight, 16 more had been brought to within 5 per cent. of normal. The grades furnished by the school authorities at the end of the three months' demonstration showed that 47 of the 85, or more than 50 per cent., had made an advance in grade.

It was found that of those children whose grades showed no advance or who passed lower, 19 were not free to gain, having been absent a great deal from illness, operations, dental work, or were in such need of correction of some physical defect that they could not make proper advancement until these corrections were made.

Communicable Diseases and Travel

Uniform provisions governing the travel of persons suffering from contagious diseases are now in force over a large part of the United States, says U. S. Public Health Service. Twenty states (Alabama, Florida, Georgia, Illinois, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, New Hampshire, North Dakota, South Carolina, Tennessee, Virginia, West Virginia, Washington, and Wisconsin) have already adopted the Standard Railway Sanitary Code approved by the conference of the State and Provincial Health Authorities of North America and later by the U. S. Public Health Service in conference with the health officers of the United States. The essential part of the code has also been incorporated in the United States interstate quarantine regulations, which apply to travel from one state to another.

The code looks to either the prevention of travel by infected persons or to the taking of measures to render such travel harmless; to the adoption of such general provisions as may render unlikely the transfer of infection to travelers by towels, drinking cups, and other objects of general use; and to the control of food and water on trains so as to protect them from contamination by the secretions of infected persons.

Prevention of all travel by infected persons is so difficult as to be impracticable. Persons in the early stages of measles, scarlet fever, etc., may complete their journeys before other persons or even they themselves know that they are ill. Persons who have been exposed to some acute infection and even persons who are already ill often travel without regard to the health of other passengers. Furthermore, there are sometimes good reasons why infected persons should travel; for instance, it may be advisable to take home to its parents a child suffering from measles both for its own sake and for the sake of children whom it is visiting. If no provision is made for such cases they are very apt to travel secretly and without safeguards.

The code forbids absolutely the travel of persons ill with any of the five major quarantinable diseases: plague, cholera, yellow fever, typhus, and smallpox. A case, for instance, of measles, typhoid fever, or tuberculosis brings no new factor into the public health, and while it calls for protective measures against traveling patients, does not warrant their absolute exclusion from trains.

The essential protective measures vary with the ways in which the diseases are transmitted. They may include isolation in a separate compartment, care by a responsible attendant, disinfection of bodily discharges, disinfection of eating and drinking-utensils, and means for carrying out these provisions without gross contamination of the car.

Most of the commoner diseases may be grouped as (1) those transmitted by sputum; (2) those transmitted by feces and urine; (3) pulmonary tuberculosis; (4) leprosy; and (5) venereal diseases. Transmission of infection from a patient suffering from the first two classes of diseases is easily prevented by observance of the protective measures named. Tuberculosis patients are required merely to conform to the regimen commonly prescribed for them elsewhere in regard to the use of sputum boxes and so forth. For lepers the restrictions

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High School Campaign Triumphs

$7,307.69 Seal Sale Contribution of Students of Oak Park and River Forest Township High School

There is some doubt in the minds of tuberculosis workers as to the exact importance of the school child in the seal sale. Some contend that the average child is not a good salesman. Others believe, and often rightly so, that canvassing by children reduces the total amount that is raised through the sale of seals. It remains for the organizers of a community to consider carefully the pros and cons of this type of approach and the extent to which it may safely be encouraged.

That it can be made a profitable method in some instances, however, is proved by the astonishing result achieved by the students of the Oak Park and River Forest Township High School, Chicago, Ill. The total amount of sales was $7,307.69, or a per capita sale of $3.81. So intense was the enthusiasm of the boys and girls who worked for the sale that one of their number, Miss Dorothy Welker, wrote an article describing the campaign. Besides containing a detailed description of the school's campaign methods, the story breathes enthusiasm in every line. We reproduce it in the Bulletin as a suggestion and for the consideration of other workers in the seal sale.

"Perhaps it never occurred to you just exactly what putting over a big drive in a high school means—the excitement, the enthusiasm, and the satisfaction that attend it.

"When the Oak Park and River Forest Township High School turned in $7,307.69 to the Tuberculosis Institute this year, it turned in also one million dollars' worth of interest and achievement. The records for past years are: $535.60 for 1919; $1,908.02 for 1920; and $3,867.14 for 1921. But this year the school sold 730,769 seals because almost everyone in the school of 2,250 pupils was back of the drive. Dr. Thomas E. Roberts, the President of the Chicago Tuberculosis Institute, was right when he said that he considered the high school students his chief aids in making the drive a success.

"'How did the youngsters bring in over $7,000?' you ask. 'Hard work and initiative,' is the only answer.

"In the first place, the foundation of the drive was laid on sound business methods. With the aid of trusty student lieutenants, the teachers who had charge of the drive, Miss Laura Blackburn and Miss Edith Holloway, had the names of all the students indexed on separate cards. Each one of these persons was seen and his prospects tabulated.

"The drive started with a flourish. As had been done in previous years, a contest between the boys and girls was held, the opponents working in different groups and under different leaders. Great enthusiasm was aroused as the contestants vied with each other for the honor of selling the greatest number of stamps. Because of the fact that for two years the girls had won and for two years the boys had been the victors everyone struggled all the harder to win the 'rubber.'

"Preliminary mass meetings were held by the girls in one room and by the boys in another. Speeches were made concerning the importance of the seals and the great good they brought to suffering humanity. The methods for the selling of the seals were also outlined. After the speeches, a group of boys burst into the girls' meeting and several girls interrupted the boys' meeting. These visitors gave clever stunts challenging their opponents to a battle of work. Each side was absolutely sure that the other side would lose.

"Of course, everyone left the meetings determined to do his best and make his side win. The result of the meetings was easily discerned when the first day the girls alone took out two thousand dollars' worth of seals, all that was on hand. It was feared that some girls would have to be turned away until Dr. Roberts came in, just in the nick of time, like the hero in a melodrama, with one thousand dollars' worth more. The excitement kept up in this way throughout the drive.

"The boys took great delight in showing how business-like their methods could be. Each boy had a pad of printed duplicate order blanks for the customers to sign. One of the blanks he gave to the bookkeeping department and the other he kept for his own record. Each boy had also a mimeographed 'prospect and promise' sheet as an additional memorandum.

"The girls originated and carried out the clever idea of wearing different colored tags representing the amount of money turned in by each girl—yellow for two dollars, red for five, and so on. As the girls wore these in their various classrooms, it was quite the usual thing for other girls to think, 'Esther has a five-dollar tag. I can't let her get ahead of me.' The result can be easily imagined.

"The free contribution from the Regal Press of all the printing for the high school drive made these aids to enthusiasm possible.

"Everyone racked his brains to devise new methods of getting people to buy seals. Even a month before the drive started many of the students had received promises of good-sized orders from business firms. A favorite method was getting interviews with the heads of firms or of clubs. One student went downtown and, without any introduction, obtained an order from a large department store in the loop. One enterprising freshman girl set up a booth at the Arms Hotel. Others canvassed stores and factories and followed up these visits with 'phone calls. Another girl received permission from the principal of a grammar school and set the pupils to selling seals for her.

"Although the boys lost, they claimed the distinction of having the 'star salesman,' Charles Westrich. This boy received good-sized orders from fifty firms, besides many private orders. His total was $666.70, a figure which broke all records of individual sales in Oak Park High School.

"Thus it happened that through the brilliant work of individuals and the steady, conscientious work of the mass, Oak Park High School is entitled to the handsome silver cup for the largest total sale and also to the cup for the highest per capita sale in Cook County, to be presented by Dr. Thomas E. Roberts, the President of the Chicago Tuberculosis Institute."

Broadcasting Public Health Information by Radio

The end of the first year's existence of the Pioneer Health Information by Radio Service of the World, by which title the radio service of the United States Public Health Service is popularly known, finds it serving, in addition to NAA, Arlington, the Naval Radio Station, at Radio, Virginia, 23 cooperating broadcasting stations so situated as to serve practically every portion of the United States. Stations in Arizona, California, Colorado, Kansas, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, New York, New Mexico, Ohio, Oregon, Pennsylvania, Texas, Utah, Washington, Wyoming, and Ontario, Can., are now cooperating with the Public Health Service in releasing its broadcasts by radio. Plans to extend the service to Alaska and Hawaii are under way.

The cooperating stations are operated by newspapers, universities, electrical supply companies and other commercial organizations. These broadcasts after being released by radio are, furthermore, regularly translated into seventeen different tongues by the Foreign Language Information Service and supplied the foreign language press both in the United States and in Europe. Correspondence in regard to these broadcasts from as far away as Czecho-Slovakia has reached the Public Health Service.

In the first six months of its existence, directly and indirectly it is estimated that this service reached 27,000,000 people in the United States alone. For the second six months no definite figures are as yet available, but it is estimated that at the present time there are more than 2,000,000 radio receiving sets within range of stations releasing these health bulletins.

One interesting and by no means unimportant feature of this unique service is that it has involved practically no additional expenditure on the part of the Public Health Service.

"Sour Milk Turned Sweet"

(*Continued from page* 42)

like you should want to put them on letters, or papers, or anything else.

NEWSIE: Say mister, I guess you ain't never had the T. B. have yuh?

GROUCH: The T. B.? No, of course not.

NEWSIE: Got any kids?

GROUCH: No, why?

NEWSIE: I wuz wonderin'. Cuz ef yuh had kids and they iver got T. B. and had to go out to the Children's Cottage at Muirdale, I bet you'd change your chune 'bout Chrismus seals mighty quick.

GROUCH: The Children's Cottage? What's that ?

NEWSIE: Don't yuh know about that, naythur? That's the place out here to Wauwatosy where the nurse takes yuh when the T. B. germs git yuh—of course yuh got to be a kid to go to the Children's Cottage. There's a lot of big buildings for the grown folks.

GROUCH: Were you ever there?

NEWSIE: Course I wuz there, months and months. Went to school, and iv'rything. Had a bully time, too, and got all well. That's the dope on why I'm a Chrismus seal booster.

GROUCH: No wonder. I think I'd be one too.

NEWSIE: Say, yuh're human after all. Guess I'll show you something if yuh want to see it? Honor bright, now do yuh?

GROUCH: Honor bright, I do.

NEWSIE: It's a piksher—a piksher of my ma and my sister, Mame. Ain't she cute?

GROUCH: Indeed she is. Tell me about them.

NEWSIE: Guess we won't talk much about my ma. She's dead, you see, and gee, a feller can miss his ma sumpin' awful.

GROUCH: Yes, a fellow can, even a great big grown one.

NEWSIE: Can't yuh see? That's why I got to boost fer Chrismus seals hard as ever I kin cuz ef my ma had known about T. B. the way Chrismus seals tell about it mebbe she would have went to the clinic before she got so awful sick and then mebbe she wouldn't have died. She told me that too.

GROUCH: So she died, did she? That's tough.

NEWSIE: Yep, you bet it's tough. An' gee, it was tough the day they let me go to her room at the sunnytorium and an' she says says she "Mickey, the doctor says yuh're goin' to get well and be a big, strong boy and Mamie's going to get well, too, and yuh must take good care of her and both of yuh must never, never furgit to fight T. B. It killed yer pa and it's goin' to kill me, but thank the good Lord you and Mamie is goin' to be saved." Then the nurse said I must go, but my ma she hung on to my hand and she said, "Mickey, promise yer ma that you'll buy Chrismus seals iv'ry year an' that yuh'll take good care of Mamie." An' I promised an' then I never saw my ma no more.

GROUCH: And Mamie?

NEWSIE: O, Mame, she's out to the sunnytorium yet. The nurse said she was sicker than me becuz she used to sleep with my ma before we went out to Muirdale an' that's one of the worst ways to get T. B. awful bad.

GROUCH: But she's getting better, isn't she?

NEWSIE: Goodness, yes. Say you otto see her. She's gettin' as fat as a pig an' her cheeks stick out just like this an' they're red as red can be. You otto see her dance whin I go out there and sing fur her.

GROUCH: Oh, you sing do you?

NEWSIE: Well, mebbe you wouldn't call it eggsackly singin', but it's a noise anyway. There's one chune the kids sing out to Muirdale that's a hummer. Like to hear it?

GROUCH: I sure would.

NEWSIE: (*Singing to the tune of "Dixie"*)

Some day there'll be no T. B.,
Hooray, Hooray,
The B. T. germ can squirm and squirm,
It's bound to get the G. B.
Hooray, Hooray,
Some day there'll be no T. B.
Hooray, Hooray,
Some day there'll be no T. B.

GROUCH: Great. So that's what the Christmas seal means to you.

NEWSIE: Yep. That's whut it manes to me and to lots of other folks. And I bet it manes lots to you too only yuh don't know it.

GROUCH: Perhaps it does. Well, I must be getting on. I'll be late to supper. (*Starts off, then stops.*) Say, Mickey.

NEWSIE: Yep.

GROUCH: Where do you get those Christmas seals?

NEWSIE: Good gravy, how yer eddicashun's been neglected. Right up to the Wisconsin Anti-Tuberculosis Association, Health Service Building, 558 Jefferson Street, Milwaukee, Wisconsin.

GROUCH: Can you get all you want?

NEWSIE: Yep—ef you kin pay for um.

GROUCH: (*Coming back, taking out check-book and fountain pen, and filling out check.*) Well, go up there tomorrow and get $100 worth and smear a whole row of them all across the top of the front page of every paper you sell from now to Christmas. And if that's not enough, well—just tell your Uncle Dudley.

NEWSIE: Gee! Didn't I say youse wuz human? (Breaking into jig and singing)—

Hooray, Hooray,
Some day there'll be no T. B.
Hooray, Hooray,
Some day there'll be no T. B.

Communicable Diseases and Travel

(*Continued from page* 46)

are more individual, requiring permits from the Surgeon General of the Public Health Service and from state departments of health and strict obedience to the restrictions named therein. Venereal diseases are kept so secret and are so difficult to detect that the regulations of infected traveling patients is very difficult. The Railway Sanitary Codes does not mention them; but the interstate quarantine regulations require them to obtain permits from their own health officers to agree to continue treatment for the disease until a cure is effected.

Motion Picture Reviews of Film Committee of N. H. C.

(*Continued from page* 44)

animated cartoon, the effects of vaccination and statistics indicating the increase in the number of smallpox cases since 1915. Pictures show the sanitary conditions surrounding the preparation of clean vaccine, beginning with the careful selection of calves and ending with the finished product.

The film is intended to encourage universal vaccination against smallpox. Suitable for selected audiences with or without a lecturer, or for theatrical audiences. It presents convincing statistical evidence of the effectiveness of vaccination and the danger of relaxing this measure.

How to Figure Sanatorium Dividends

Here is a suggestion recently used by Mr. Jacobs in an address before the patients of the New Jersey State Sanatorium which may be used by state and local organizations in figuring the relative value of their tuberculosis hospitals and sanatoria.

Figures prepared by Dr. S. B. English, superintendent of the New Jersey State Sanatorium, indicate that out of 5,933 patients in various stages of tuberculosis who were included in a follow-up study covering the period from 1907 to 1922, 3,291 or 56% were working at the time of the investigation. It was also ascertained that during the 16 years of the sanatorium's existence the state of New Jersey has spent in maintenance approximately $3,200,000. Figuring that on an average the 3,291 patients had earned all told a thousand dollars each, it will be noted that this group of patients has returned to the state of New Jersey in productive wealth a sum equal to, if not greater than, that invested in restoring them to health. The figure of 1,000, considering that some of the patients were children and young men and women and that most of them were under fifty, is probably a very low average.

All of this goes to prove, as has been previously pointed out by Lyman and Barnes, that the discharged tuberculosis patients from well-rounded sanatoria do return in wealth as much or more than the state invested in them.

Poster Contest Methods

By Helena Lorenz Williams

School poster contests, as a means of furthering health education and creating publicity, have become so popular that there is a growing demand for standardized methods of conducting them, so that they will be more certain to fulfil their purpose. In some quarters the poster contest has threatened to become a close parallel to the old-time county fair health exhibit, which was considered a success because a large number of dodgers and leaflets were carried off by the visitors. Unfortunately, a poster contest which results in a large number of drawings and some newspaper mention, does not necessarily mean that much has been achieved in the way of health education.

It is difficult, and perhaps impossible, to obtain an accurate estimate of how much of our educational seed finds fruitful soil. But the ground can be carefully prepared, so that the seed will be given the best chance possible to take root.

Poster Topics

Commercial advertisers generally agree that the most effective poster is the one that implants *one idea* in the mind of the reader. For example, we are told that a certain facial cream cleanses, another nourishes the skin, and a certain soap contains an antiseptic which minimizes the chances of infection. None of these articles are declared to be merely generally beneficial. Should not the same method be pursued in giving topics for health posters to children? We have seen a number of drawings that inluded the words "wholesome food" somewhere in the legend. But does "wholesome food" convey a concrete idea regarding diet to the reader, or to the artist? The words milk, spinach, bread and apples, however, are every-day words as well as familiar articles of diet, which the child can easily remember and understand. The thought that these foods are healthful will register more firmly in the mind than the somewhat vague one that "wholesome food prevents tuberculosis."

Subtle Health Teaching

While we were thinking about this article, we consulted an expert who has studied health educational methods for many years, regarding the problem. We asked him what he considered was one of the most important factors in putting over a really successful health poster contest. He replied that, to get enough of an idea of what is to be advertised before each contestant, so that the latter would have something to express in the poster, is one of the most vital needs of the whole undertaking. A properly written leaflet seems the simplest medium of getting such material to the teacher and the child. The ideal leaflet, he believes, is not one written for adult consumption, but it should be worded to appeal to the age and mental development of the young artist. It need not be an expensive printing job, for it need only deal with the particular phase of tuberculosis which is to be expressed in the designs.

The American Child Health Association, which has studied the health-poster idea in some detail, believes that the real value of a poster depends upon the emphasis that is placed by the teacher on acquiring the health habit depicted in the drawing. Children should also live up to these habits, they maintain, in order to obtain a prize in the contest.

A good plan is to keep the pupils in close personal contact with a tuberculosis nurse or secretary during the time that the contest is in progress. Added enthusiasm in height and weight measurements can also be aroused by explaining how the idea illustrated in the posters is related to the child's own physical condition.

Good Poster Qualities

The medium in which a poster is made does not matter greatly. Water color, crayon, or pen and ink, are equally suitable, although color is more interesting both to the artist and the reader. For the younger child paper cut-outs, or even pictures clipped from magazines and pasted on suitable mountings, are often exceedingly attractive and instructive.

A good thing to remember is that every color does not reproduce well in printing. This is an important point when an organization plans to utilize the prize-winning posters in a practical way. It is true that large, completely equipped printing concerns that produce the covers and advertisements for magazines having unlimited funds and circulation, can reproduce any color that an artist feels inspired to place on a drawing This type of work, however, is wholly out of the purse reach of most health organizations. Nor would the quality of artistic work that is displayed in even a talented child's poster warrant such an expenditure. It is well, for this reason, to consult before the beginning of the contest with one's local lithographer, and obtain from him a scale of the colors that he can reproduce.

Simplicity of composition should be the keynote of every poster. It should appeal to the imagination and the emotions and arouse a desire to do the thing that the poster suggests to the mind. It should also express pleasure and happiness as the good things that may be won by healthful living habits, rather than the dire results of unhealthful living. The text should always be brief, and the color scheme simple, two or three colors for the grades, and four or five for the more advanced students being the usual rule. The general effect, however, should be bold and attention-arresting, so that the drawing will have what is technically known as "carrying quality."

The Awards

Something in the nature of an award should be offered the students who produce the best posters, so as to stimulate interest in the contest. Money prizes for school posters have ranged all the way from $1.00 to $25.00. If money prizes cannot be offered, then articles that are prized by boys and girls and are suitable to the age of the competitors, may be substituted.

The Judging System

Everyone who has had a share in carrying through a health poster contest knows that some of the hardest work comes in the judging of the drawings. The judging committee generally includes an artist, a teacher, and a health worker. It is rarely that these three points of view can come to a decision on one poster without some sort of a compromise by one of the three. This means that the one who compromises changes his opinion in favor of someone else's. It may be due to lack of confidence, to a belligerent attitude on the part of another of the judges, to a distaste for prolonged argument, or to fatigue.

Our expert, when consulted on this point, suggested a simple system of credit points, which would eliminate needlessly long discussions and compromise, and would automatically give the prize to the poster with the greatest merit. One might, for example, take a maximum of thirty points as a basis, ten being for originality of idea, ten for color, composition, and technique, and ten for health educational value. Each judge may be called upon to credit the poster under the heading which he is most qualified to judge, the artist to credit for technique, the health worker for educational value, and all the judges might give credit for originality of idea. The judges then report credits to the chairman, the credits are counted up, and the poster receiving the highest number under every heading will be the prize-winning one.

Much of the nervous strain which a judging committee all too often undergoes can be eliminated by this method. It is one very similar to that used by the Health Films Committee of the National Health Council, who have found it very satisfactory in reviewing motion pictures.

What to Do With the Posters

By no means the least incentive to the children to do their best lies in the final disposal of the posters. Miss Ethel M. Bogardus, Executive Secretary of the Yonkers Tuberculosis Association, New York, created a ten-day stir in her town by having the best drawings displayed in the lobby of one of Yonkers' largest theatres. Another method is to display them in shop windows, or to hold an exhibition in the state capitol after they have been displayed locally. Newspaper publicity is, of course, a necessary and vital accompaniment to the contest from start to finish.

The health poster contest is of real value if it is carefully thought out and organized, as an important feature of anti-tuberculosis education.

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Christmas Seals on Foreign Mail

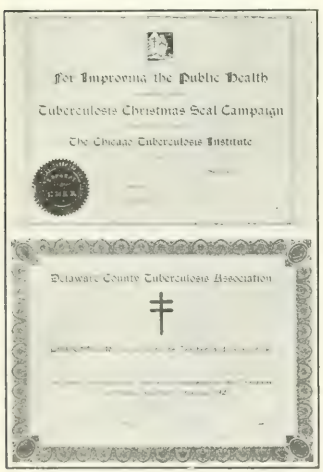
Tuberculosis workers and others interested in the Christmas seal sale are asked to note the following letter received from the Post Office Department at Washington during the sale last year in reply to a letter addressed with reference to the use of Christmas seals on foreign mail:

"The receipt is acknowledged of your letter of the 9th inst., to the Postmaster General, relative to Christmas seals on mail for foreign countries.

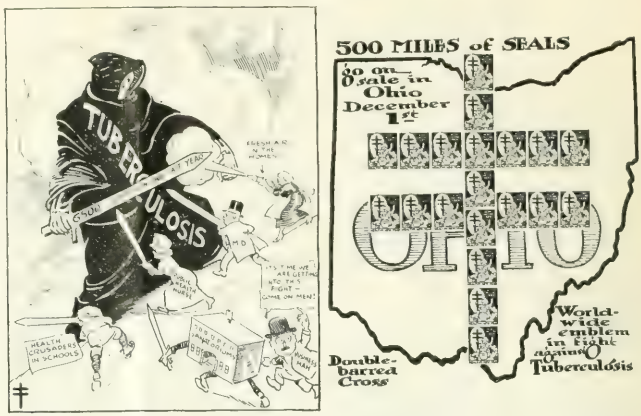
"In reply, I have to inform you that Christmas stamps or other adhesive stamps or labels in aid of charitable objects, may be affixed to the back of all mail articles for foreign countries but not to the address side. This restriction is prescribed by Article XI (paragraph 6) of the Regulations for the execution of the Universal Postal Convention of Madrid."

General Pershing's Photograph Stimulates School Sales

A signed photograph of General Pershing while purchasing Christmas seals from Adrienne Mayer, Washington's famous Modern Health Crusader, were awarded to schools in St. Louis, Mo., that made a notable showing in the seal sale last year. Mr. A. W. Jones, Executive Secretary of the St. Louis Tuberculosis Society, is responsible for the idea. The photographs and signatures were not originals, but were copies made from one furnished the society by the National Association.


For Improving the Public Health
Tuberculosis Christmas Seal Campaign
The Chicago Tuberculosis Institute
Delaware County Tuberculosis Association

AN INCENTIVE WHICH PRODUCED RESULTS IN THE PUBLIC SCHOOLS OF CHICAGO, ILL., AND DELAWARE CO., PA.



FOR HIM WHO RUNS AS HE READS FEW ARGUMENTS ARE MORE TERSE OR CONVINCING THAN THE CARTOONIST'S PRESENTATION OF THE TUBERCULOSIS PROBLEM

Effective Printed Matter

The Philadelphia Health Council and Tuberculosis Committee attributes much of the success of its 1922 seal sale to appealing and attractively designed printed matter and circular letters. This material consisted of the following:

A four-page circular letter used in the mail sale and sent out to a list of 100,000 names, 10,000 of which were commercial concerns.

A single-page letter used on the mailing lists of the University of Pennsylvania and Temple University students.

Check book blotters which were distributed through banks and trust companies in their December statements. On one side of the blotter appeared the double-barred cross with the words "When you blot your check for Christmas Seals you help blot out tuberculosis."

A 3 x 5 dodger distributed by utility companies in their December bills. This also bore the double-barred cross in red, over which were printed the words, "30,000 people in Philadelphia are suffering from tuberculosis to-day. It is highly infectious. Buy Christmas seals and help prevent the disease."

Only one follow-up was sent out. This was mailed to reach the contributor on Christmas day. A saving of money was affected by having the follow-up message printed on government postal cards, thus saving the cost of stock and stamping a large number of cards.

Attractive "thank you" cards, decorated with the symbols of Christmas and printed in red and green, were sent to contributors of $10.00 or more. The card read "Merry Christmas and Happy New Year. It gives us great pleasure to extend to you the season's greetings and to thank you for your purchase of Christmas seals."

Attractive Circular Sells Seals

"A Close-up of Colorado—Darkness, Dawn, Daylight" was the title of an effective folder describing the work of the Colorado Tuberculosis Association which was used in connection with the 1922 seal sale.

It was printed on paper cut to 6¼ x 10¼ inches and it was folded twice so as to fit a 6¾ envelope. Under the heading "Darkness," the circular contained figures regarding the death rate from tuberculosis, lack of sanatorium accommodations, and facts regarding undernourished children and contact cases. Under "Dawn" appeared an enumeration of the work accomplished with the seal sale funds of 1921. The heading "Daylight" appeared above a brief statement regarding the program of the Association.

Sanatorium Installs Radio

One of the most extensive radio receiving systems in the country is being installed at the Glen Lake Sanatorium near Minneapolis, Minnesota, as a result of a week's campaign conducted by the Minneapolis Journal.

The Journal appealed for $5,500 for a Glen Lake Radio Fund, and its readers subscribed the amount in three days. At the end of the week the subscriptions showed a net total of $7,366.15.

The project provides for 458 individual radio receiving headsets, loud speakers in each of the four children's wards and an extra loud speaker in the main auditorium where ambulant patients can assemble. Radio receiving equipment will also be installed in two new wings which will be under construction within a year.

The installation of radio receiving equipment at Glen Lake will constitute a highly important phase of the treatment at the Sanatorium.

Rotary Club T. B. Clinic

Three years ago the Rotary Club of Vancouver made an investigation regarding the tuberculosis problem in the province. It was found that one death in every ten was due to white plague. Then the members of the club decided that as their share toward preserving the health of Vancouver inhabitants, they would establish a clinic that would be free to all applicants regardless of race, color, or creed.

Today the clinic has become a firmly established institution which includes diagnosis, treatment and preventive work among children and adults. During 1921, 1,019 new patients applied at the clinic for diagnosis. Among these 132 were found to have either pulmonary or other forms of tuberculosis. One hundred and thirty-six were classified as tuberculosis suspects.

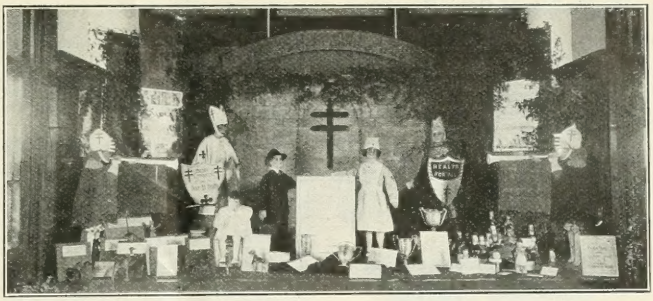
A very important phase of the clinic activities is the work of the visiting nurse who last year had 84 tuberculous patients on her visiting list. In the homes of these patients were 89 children who, under the nurse's supervision, received instruction in preventive measures. When necessary these children were sent to the fresh-air school or summer camp, both of which are also supported by the club.

Since January, 1920, the clinic has been operated under a civic grant, managed by a board of governors, consisting of eight members who were selected as follows: four representing the Rotary Club; two the City Council, one the Vancouver Hospital, and one the Provincial Government. Funds for the support of the clinic were raised by the members who made the first subscription of $18,000. During a later four-day drive an additional $60,000 for the construction and maintenance of the institution were secured by public subscription.

Mixing Fresh Air With Business

The New York Tuberculosis Association has recently prepared a very attractive pamphlet for the Fifth Avenue Coach Company, which operates the world famed Fifth Avenue buses. The pamphlet of sixteen pages is unusually attractive and is entitled "Fresh Air." It shows the value of fresh air in the preservation of health and speaks of the work of the New York Tuberculosis Association in popularizing fresh air. The reader is urged to get fresh air by riding on the Fifth Avenue buses, thus cleverly adapting health propaganda to advertising purposes. The entire pamphlet has been gotten out in such an unusually attractive style that it will be widely read. The Fifth Avenue Coach Company expects to distribute during the next year at least two or three hundred thousand of them. Persons riding on the buses can secure them on application to the conductor.

Along with the pamphlet they are advertising the value of fresh air by large posters on the buses, which read "Fresh Air, Health and Happiness."



AN EFFECTIVE WINDOW EXHIBIT IN A DEPARTMENT STORE WHICH GRAPHICALLY ILLUSTRATED THE ENTIRE HEALTH PROGRAM OF THE CHICAGO TUBERCULOSIS INSTITUTE

Department Store Cooperates in Tuberculosis Day

Chicago recently celebrated a tuberculosis day, one of the interesting features of which was an exhibit shown in one of the largest department stores. Health posters and the double-barred cross in red electric lights constituted a window display. Inside the store a group of children enacted scenes from the health playlet entitled "Seven Keys." Other children distributed leaflets in the store and answered questions in regard to tuberculosis.

St. Louis Has Novel Electrical Exhibit

Recently a health show was held in St. Louis at which the Tuberculosis Society of St. Louis had a booth. One of the features in this booth was a model of the society's Night and Day Camp with electrical effects of day and night scenes which, together with a health fortune teller who occupied the other half of the booth, was one of the most popular exhibits at the show.

The Night and Day Camp was shown in the following way: A replica of the building appeared in a picture frame. The picture was illuminated with various light effects ranging from bright sunshine to moonlight. In the daylight girls were shown sitting in chairs on the porches of the camp. Then a vivid sunset flooded the scene; the moon rose. At the same time a crimson double-barred cross appeared in the sky. Following this, an optical illusion created by mirrors and lights changed the scene, and the girls previously seated in chairs were now shown in bed.

Members of the College Club acted as explainers of the small "drama" and distributed leaflets entitled, "Stepping Stones to Health." The exhibit was built by the art students and electrical engineers of Washington University.

Health Wheel at State Fair

A "health wheel" was one of the distinctive features of the health exhibit held at a state fair last season. The wheel was similar to the candy and prize wheels operated at summer resorts, and on the various sectors were printed good and bad health habits; the former as taught by the Modern Health Crusade and the latter those Crusaders are taught to shun. Nurses and club women explained to the players at the wheel the value of good health habits and the destructive influence of the bad ones.

On the first day of the fair the good health habit of eating fruit was exemplified through the giving of juicy, red apples as prizes in the game. The following day pencils printed with health slogans were distributed. The third day brought small watch fobs, pocket mirrors and knife sharpeners, bearing Christmas seals on the back, as prizes. Perhaps the most popular prizes were the large balloons bearing health slogans. Cakes of toilet soap were also distributed to the health-game players.

It is estimated that not less than ten thousand school children visited the health wheel.

Pennsylvania Year Book

The Pennsylvania Tuberculosis Society has issued another year book which may easily serve as a model to other associations who are confronted with the problem of presenting a published account of their work to their directors and members. Such a report is all too often an uninteresting document, although it is a detailed description of one of the most human forms of social service work. Tuberculosis secretaries will find the Pennsylvania report full of suggestions for the solution of their difficulty.

Double-Barred Cross Regulates Traffic

The Shelby County Tuberculosis Society, Memphis, Tenn., was able to convince the traffic squad of the city that they could be of considerable aid in the Christmas seal sale.

Every "traffic cop" one morning during the sale regulated the city's traffic with two double-barred crosses in red. Every automobilist and pedestrian was thus reminded of the seal sale.

Financial Federations and the Tuberculosis Campaign

(*Continued from page* 43)

lies in the fact that in the latter group a Christmas seal sale is conducted both for its educational and for its financial value, and to a certain extent the integrity of the Christmas seal idea is preserved. In the first group of cities no definite effort is made to preserve the Christmas seal idea, except in certain instances where seals are given away to contributors who ask for them, through school children or otherwise. In both of these groups of cities, however, the tuberculosis associations are a part of the community chest movement.

A third answer to the question will be found in the experience of such cities as St. Louis, Detroit, or even of Grand Rapids or Hagerstown, Maryland. In all of these cities the local or the state tuberculosis association has found it necessary or desirable to conduct a Christmas seal sale to a certain extent in competition with the community chest and without the direct sanction of the community chest. In all of these cases a very considerable revenue has been raised by the tuberculosis association in spite of the open opposition or tacit withdrawal of support on the part of the community chest.

Still a fourth type of experience is that found in such cities as Indianapolis, South Bend, Philadelphia, Baltimore or Scranton. In all of these cities an unlimited Christmas seal sale is conducted with the consent, and, in some instances, with the cooperation of the community chest. The seal sale here is in no sense in competition with the chest, as in the previous group of cities. It should be noted that in both group three and four the associations in question are not in any financial federation at all, as contrasted with the cities in groups one and two.

The attitude of financial federations toward national and state work and toward the support of national and state associations varies considerably in groups one and two. In groups three and four there is no question, as a rule, on this score. The most advanced leaders in the community chest field, such as those in Cleveland, Cincinnati, Detroit, Rochester and other cities, are strongly in favor of providing for the support of state and national tuberculosis work and make some arrangement for so doing.

The aim of any financial campaign in social work should be, first, to get support, and then to enlist the cooperation of the givers by intelligent education in the program of work. No method of financing tuberculosis work has been found that will accomplish these two purposes as effectively as does the Christmas seal sale.

The records of a very considerable number of tuberculosis associations indicate that the average contribution in the Christmas seal sale, considering all methods of sale, is probably less than 50 cents. It may in many communities be as low as 25 cents. The Christmas seal sale is essentially a movement to enlist the many and not a movement for large contributions from the few. Estimating that during the last fifteen years the average contribution to the Christmas seal sale has been 50 cents, it is of the utmost importance, for consideration in connection with the community chest movement, to note that there have been made on this basis during that time fifty million contributions totaling twenty-five million dollars to the national, state and local tuberculosis associations. Last December approximately eight million people contributed a total of over $3,800,000 in the Christmas seal sale.

Contrast this with the average contribution made to community chests last year, which, according to the report of the American Association for Community Organization, was $1.75 and the total number of contributors to these was about 10,000,000. It will at once appear that the Christmas seal as a "patented" method of raising money is unique in the democracy of its appeal. Millions of people look forward to this annual opportunity to contribute to the fight against tuberculosis.

This leads me, then, to the conclusion that, while the financial federation plan may be a desirable plan for social work agencies that have a distinctly relief aspect and where the appeal is to case work, for a movement such as the tuberculosis campaign, where the funds are for education and organization primarily, the better method of raising money is the Christmas seal sale. I am also decidedly of the opinion, as clearly borne out by the experience of such cities as I have already mentioned, namely, Philadelphia, Scranton, Baltimore and Indianapolis, that any financial federation or community chest would be amply justified on moral and financial grounds in allowing the continuance of the Christmas seal sale in the most vigorous manner because of its unique national and traditional standing in the country at large. It is evident from the experience already cited that a vigorous Christmas seal sale conducted by the tuberculosis association does not in any way impair the confidence of the public in the community chest or decrease the contributions to the chest. Mr. Sherman C. Kingsley, director of the Philadelphia federation and one of the foremost leaders in the whole movement for financial federations, has practically said this very thing, namely, that the Christmas seal sale may well be conducted independently of the financial federation without injury to either campaign. The leader of another very large community chest recently said to a member of the National Association staff that he was glad that the tuberculosis association in his city had withdrawn from the community chest and was conducting an independent seal sale because he felt that it was beneficial both to him and to the tuberculosis movement.

The answer, then, to the question as to how the tuberculosis association can secure support for its program in a community in which there is a financial federation, can best be given in the light of the experience of the four groups of cities already mentioned. It would be undesirable to lay down any rule for local associations in relation to financial federations. Peculiar local circumstances and conditions will oftentimes determine or compel a particular type of relationship. In many instances, if not in most of them, the relation of the tuberculosis association to the community chest depends upon the attitude of the association itself toward the entire financial federation and its ability to sell itself in the proper way to the leaders of the chest campaign. The experience of tuberculosis associations, both within and without the chest, would seem to bear ample testimony to the conclusion that there is no good substitute yet devised for a vigorous, well-organized community Christmas seal sale. There seems also to be abundant evidence to prove that such a Christmas seal sale, even in those communities where the community chest has endeavored to limit the scope of the seal sale, has been effective and has not injured the community chest in any way.

In conclusion, therefore, it is necessary merely to point out again that the campaign against tuberculosis is unique in its unity of national, state and local organizations and unique in its method of support.

Poster Contest Methods

(*Continued from page* 49)

Reference Reading on Poster Contests

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